



Jammu & Kashmir Cricket Association

(Affiliated to the Board of Control for Cricket in India)

Headquarters: Pavilion Building, Hostel Ground, GGM Science College, Jammu – 180016

Srinagar Office: Sher-i-Kashmir Cricket Stadium, Sonwar, Srinagar – 190001

Tel.: 0191-4015572 | Mob.: 8899002224

Ref. No. JKCA/Secy/Jmu/2026/520

Dated 20-08-2026

Expression of Interest (EOI) Empanelment of Advertising Agencies for Hoardings & Visual Displays Jammu & Kashmir Cricket Association (JKCA)

1. Introduction

Jammu & Kashmir Cricket Association (JKCA) invites **Expression of Interest (EOI)** from reputed and experienced **Advertising Agencies** for display of **hoardings and other visual advertisements** within the limits of **Jammu Municipal Corporation, Srinagar Municipal Corporation, and other towns of Jammu & Kashmir and Leh.**

The empanelment aims to create a panel of agencies capable of providing high-quality outdoor advertising services for JKCA's promotional, informational, and public-engagement campaigns.

2. Scope of Work

Ownership of Advertising Spots:

The bidder must own the advertising sites/spots (hoardings, kiosks, unipoles, LED boards, etc.) within the specified municipal limits.

Printing & Affixing:

The agency shall be responsible for design adaptation, printing, installation, affixing, and maintenance of all visual advertisements.

Content Approval:

All creative content will be approved by JKCA prior to printing and display.

Compliance:

Agencies must comply with all municipal, legal, and safety regulations governing outdoor advertising.

2. Eligibility Criteria

- Ownership or legally documented rights over advertising sites within the specified regions.
- Experience in outdoor advertising, printing, and installation.
- Ability to execute time-bound campaigns across multiple locations.
- Financial and operational capacity to manage large-scale visual advertising.





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3. Submission Requirements

Interested agencies must submit the following:

- Company Profile including experience and infrastructure.
- List of Owned Advertising Sites with location details.
- Quoted Rates for printing, installation, and display.
- Payment Terms and any other commercial conditions.
- Compliance Statement confirming adherence to municipal norms.
- Any Additional Conditions the bidder wishes to propose.

4. Submission Deadline

Interested agencies are requested to submit their complete EOI/proposal along with the required documents and commercial quotation **on or before 25th August, 2026**, through email at:

estsec.jkca@gmail.com

CC: ceo.jkca@gmail.com

5. Evaluation & Empanelment

JKCA will evaluate submissions based on:

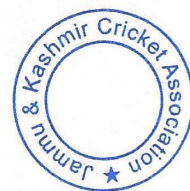
- Ownership and availability of advertising sites
- Commercial competitiveness
- Experience and past performance
- Compliance with statutory requirements
- Operational capability

JKCA reserves the right to accept or reject any EOI without assigning reasons.

6. Contact

For clarifications, agencies may write to the above email addresses.

Sd/-



Honorary Secretary

Jammu & Kashmir Cricket Association